

Why do some websites show up in Google but mine doesn't? Do I really need a marketing plan? How do I build a positive first impression? Just what is this social media I keep hearing about, and does my business really need it?

The ***U.S. Small Business Administration*** and the ***Small Business Development Center Network*** present an audio/video training series focused on marketing in today's ever-changing business environment.

SURVIVE AND THRIVE

SMALL BUSINESS EDUCATION SERIES

"Marketing Matters"

These **no cost** one hour training sessions will provide guidance on various areas of business management and are designed for small businesses who want to improve marketing practices and be better positioned in today's economy

All that is needed to participate is a computer with internet access and a phone to call a toll free 800 number. Each session will begin at 10:00 A.M. Central Time / 9:00 A.M. Mountain Time

Some of the topics in the Marketing Matters Series include:

- ✓ **Roadmap to Marketing Success: Steps to Writing a Successful Marketing Plan (July 9, 2009)**
Bringing advertising, communication and public relations together into one cohesive strategy
- ✓ **Google Matters: How Does Your Website Measure Up? (July 16, 2009)**
Providing content that your customers want, increasing traffic to your site
- ✓ **The First Impression: Building a Positive Customer Experience (July 23, 2009)**
Stand apart from your competition. Increase sales, build loyalty and improve your reputation without spending more on advertising
- ✓ **Social Media Marketing: How to Start Your Online Conversation (July 30, 2009)**
Introductory discussion about conversational marketing in a digital world

*The ReadyTalk system is a call-in and website login system, which enables us to provide an audio presentation over the phone and a video presentation over the internet. Lines are extremely limited so **call 605.330.4243 and press 0 to register NOW!**
Registration closes one day prior to each session.